

S T A T E O F M I C H I G A N

BOARD OF COMMISSIONERS OF THE COUNTY OF ALLEGAN

**SENIOR SERVICES—AWARD SENIOR MILLAGE PROGRAM MARKETING SERVICES
BID**

WHEREAS, The Board of Commissioners and the Commission on Aging have expressed an expectation to increase awareness and utilization of the millage funded programs available through Allegan County Senior Services; and

WHEREAS, consistent with the County's Purchasing Policy, a Request for Proposal (RFP) process was used to solicit competitive bids for marketing services; and

WHEREAS, the Commission on Aging reviewed the plan for this project and made a motion on May 19, 2021 to recommend proceeding with an award to the most qualified low bid vendor.

THEREFORE BE IT RESOLVED that the Board of Commissioners awards the senior millage program marketing services bid to Hosler, LLC dba GreenStreet Marketing of 244 East Michigan Avenue, Kalamazoo, MI 49007 and authorizes payments for these services in a not to exceed amount of \$95,000 for the development and implementation of a marketing plan; and

BE IT FINALLY RESOLVED that the County Administrator is authorized to negotiate and sign any necessary documentation on behalf of the County and the Executive Director of Finance is authorized to perform the necessary budget adjustment to appropriate \$95,000 from the fund balance available in the Senior Millage Fund (#2950) to establish a not to exceed project budget.



ALLEGAN COUNTY
REQUEST FOR ACTION FORM

Completed RFA form must be attached to a work order request through the Track-It System. If you have any questions regarding this process, please contact Administration @ ext. 2633.

RFA#: 201550

Date: 5/13/2021

Request Type	<u>Contract</u>	Select a Request Type to reveal and complete required form.
Department Requesting	<u>Senior Services</u>	
Submitted By	<u>Kristin VanAtter on behalf of Sherry Owens</u>	
Contact Information	<u>sowens@allegancounty.org</u>	

Parties:

Allegan County and GreenStreet Marketing

Duration Scope of work completion, estimated 1 year

Amount \$95,000.00

Purpose:

Authorizing procurement of Senior Marketing Program Services as part of capital project #1055-21. There is a desire to carry out a marketing campaign to increase awareness and utilization of the millage funded programs available through Allegan County Senior Services.

BID PRESENTATION FOR PROJECT #: 1055-21 Date: 5/12/2021
Project Name: Senior Programs Marketing Services # of Firms Invited to Bid: 15
Service Area: Senior Services # in West Michigan: 15
Total Contract Amount: \$ 37,800.00 # in Allegan County: 0
EDEN Account # New Millage Fund Appropriation # of Bids Received: 7
EDEN Account Name New Millage Fund Appropriation
Evaluation Team: Sherry Owens; Kristin VanAtter; Valdis Kalnins
Award Recommendation: Greenstreet Marketing & Design
Award Criteria: Low bidder with high scoring proposal
References supplied and checked? Yes
[Debarred party?](#) No

VENDOR TABLE	Vendor 1	Vendor 2	Vendor 3	Vendor 4
Company Name	Greenstreet Marketing & Design	Josie Joan Creative Marketing	Well Design Studio	Our Full Attention LLC
Company Address1	244 E Michigan Ave		605 Livingston Ave NE	2152 Plainfield Ave NE
City, State, Zip	Kalamazoo, MI 49007	Kalamazoo, MI	Grand Rapids, MI 49504	Grand Rapids, MI 49505
Main Contact Name		Josie Richards	Josh Leffingwell	Chris Penning
Main Contact Email	greenstreet@greenstreetmkg.com	hello@josiejoan.com	josh@welldesignstudio.com	chris@teamofa.com
Main Contact Tel#				616-318-8829
Main Contact Cell#	269-250-8343	517-745-3501		
COST TABLE				
Task 1-All items (sec 2)	\$ 7,000.00	\$ 5,600.00	\$ 6,500.00	\$ 18,750.00
Task 2-All items (sec 3)	\$ 10,500.00	\$ 7,300.00	\$ 6,000.00	\$ 24,000.00
Task 3-Mass mailing (sec 4.1)	\$ 600.00	\$ 1,000.00	\$ 4,638.48	\$ 500.00
Task 3-Client Survey (sec 4.2)	\$ 2,000.00	\$ 5,000.00	\$ 3,750.00	\$ 2,250.00
Task 3-Produce video client (sec 4.3)	\$ 7,000.00	\$ 9,000.00	\$ 12,000.00	\$ 20,000.00
Task 3-Produce video public (sec 4.4)	\$ 7,000.00	\$ 9,000.00	\$ 12,000.00	\$ 20,000.00
Task 3-Facebook (sec 4.5)	\$ 1,200.00	\$ 1,200.00	\$ 1,250.00	\$ 2,400.00
Task 4-Produce 30 sec radio (sec 5.1)	\$ 500.00	\$ 750.00	\$ 2,000.00	\$ 2,500.00
Task 4-Produce 30 sec TV (sec 5.2)	\$ 2,000.00	\$ 2,000.00	\$ 7,000.00	\$ 20,000.00
TOTAL	\$ 37,800.00	\$ 40,850.00	\$ 55,138.48	\$ 110,400.00

VENDOR TABLE	Vendor 5	Vendor 6	Vendor 7
Company Name	LKF Marketing	2 Fish Company	Publicom
Company Address1	259 E Michigan Ave #208	440 S. State St. Ste #300	2175 Commons Parkway
City, State, Zip	Kalamazoo, MI 49007	Zeeland, MI 49464	Okemos, MI
Main Contact Name		Scott Millen & Shelly (co-owners)	Lisa O'Connor
Main Contact Email	lkf_info@lkfmarketing.com	scott@2fishco.com	lisao@publicom.com
Main Contact Tel#		shelly@2fishco.com	
Main Contact Cell#	269-349-4440	616-987-0010	
COST TABLE			
Task 1-All items (sec 2)	\$ 12,750.00	\$ 20,500.00	\$ 20,000.00
Task 2-All items (sec 3)	\$ 37,500.00	\$ 12,000.00	\$ 20,000.00
Task 3-Mass mailing (sec 4.1)	\$ 13,202.00	\$ 9,560.00	\$ 13,000.00
Task 3-Client Survey (sec 4.2)	\$ 3,500.00	\$ 32,000.00	\$ 20,000.00
Task 3-Produce video client (sec 4.3)	\$ 12,900.00	\$ 15,545.00	\$ 22,000.00
Task 3-Produce video public (sec 4.4)	\$ 12,900.00	\$ 15,545.00	\$ 22,000.00
Task 3-Facebook (sec 4.5)	\$ 1,500.00	\$ 6,000.00	\$ 8,000.00
Task 4-Produce 15 sec radio (sec 5.1)	\$ 4,500.00	\$ 3,930.00	\$ 4,000.00
Task 4-Produce 30 sec radio (sec 5.1)	\$ 8,500.00	\$ 3,930.00	\$ 5,000.00
Task 4-Produce 15 sec TV (sec 5.2)	\$ 5,500.00	\$ 5,575.00	\$ 12,000.00
Task 4-Produce 30 sec TV (sec 5.2)	\$ 10,500.00	\$ 5,575.00	\$ 20,000.00
TOTAL	\$ 113,252.00	\$ 120,655.00	\$ 150,000.00

Roll Call Votes Pertaining to Senior Services Marketing Campaign Project
from Commission on Aging Meeting held on 5/19/2021

COMMISSION ON AGING ROLL CALL VOTE										
DATE:		May 19, 2021								
MOTION:		Recommend the Board of Commissioners award up to \$95,000 for the advertising budget.								
MOVED BY:		Alice Kelsey								
SECONDED BY:		Natalie VanHouten								
RICH BUTLER	RICK CAIN	SALLY HEAVENER	DEAN KAPENGA	ALICE KELSEY	LARRY LADENBURGER	STUART PEET	PATRICIA PETERSON	LOU PHELPS	NATALIE VAN HOUTEN	VACANT
Y	A	A	Y	Y	Y	Y	A	Y	Y	
COMMENTS:										
The \$95,000 is to include the marketing contract base rate as well as cost of advertising.										

COMMISSION ON AGING ROLL CALL VOTE										
DATE:		May 19, 2021								
MOTION:		To recommend the BOC accept Greenstreet Marketing and Design as the marketing firm and award contract.								
MOVED BY:		Richard Butler								
SECONDED BY:		Dean Kapenga								
RICH BUTLER	RICK CAIN	SALLY HEAVENER	DEAN KAPENGA	ALICE KELSEY	LARRY LADENBURGER	STUART PEET	PATRICIA PETERSON	LOU PHELPS	NATALIE VAN HOUTEN	VACANT
Y	A	A	Y	Y	Y	Y	A	Y	Y	
COMMENTS:										